



2024 PROGRAM DESCRIPTION

Purpose

The Adopt-A-Parking Lot Program exists to welcome visitors in our public downtown parking lots. Parking lots set the tone for visitors; often the first visual representation of the community as they head toward their destination. Parking lots enhance the visitor experience when median gardens are tended and litter is diligently removed.

Overview

Main Street Marshfield is seeking Adopt-A-Parking Lot partners to create a welcoming environment in the downtown public parking lots. Each lot requires two partners: a funding partner and a volunteer partner. Partners may be organizations, businesses, clubs, or individuals. A single entity may also decide to both take on funding and volunteering for a parking lot. Volunteers can expect to spend a couple of hours every other week on their assigned parking lot. Parking lots will be pre-mulched by the City of Marshfield's Parks and Recreation. Trees in lots are also under management of Parks and Recreation.

Program Timeline

- **May 13th, 2024** - Applications Due
- **May 30th, 2024** - Recommended Deadline for Plant Installation, in time for Dairyfest.
- **September-October** - Program Wind Down (weather dependent) *Time to prune, remove, reset.*
- **January 2025 - New applications available** - Previous sponsors and volunteers reserve the right of first refusal on their lots.

Partnership Requirements & Benefits

- **2024 Funding Partner**

- **Requirement:** \$500 Cash Sponsorship
 - Soil, Fertilizer, Plants - \$300
 - Downtown Beautification Fund - \$100
 - Administrative Costs - \$100
- **Benefits**
 - Logo or name on adopted parking lot sign within adopted parking lot
 - Social Media recognition

- **2024 Volunteer Partner**

- **Requirement:** Volunteers must tend to assigned lot & median gardens from late May through September. Main Street will refund up to \$300 toward soil prep, flowers/plants, or fertilizer. Any unspent monies of the \$300 will be placed in the Downtown Beautification Fund. Volunteer responsibilities include:
 - Soil preparation
 - Mulch is provided by Parks & Recreation prior to the volunteer planting season.
 - Preening can help prevent weeds.
 - Plant purchasing, selection, installation
 - No edibles, woody plants, DNR invasive species, or noxious weeds are allowed.
 - Weeding
 - Weeding every other week will keep lots looking beautiful.
 - Watering
 - There is no direct access to water at lots, so water must be brought in. Native plants/drought tolerant plants can assist with less frequent watering schedules.
 - Litter pickup and disposal off-site May through September
 - All commercial dumpsters downtown are personal property of local businesses and should not be used for disposal. Garbage and weeds must be taken off site.
 - End of year pruning or removal of plants to prepare ground for next year.
 - Note: Environmentally-friendly gardening is highly recommended to protect pollinators and water systems.
- **Benefits**
 - Logo or name on adopted parking lot sign within adopted parking lot
 - Social Media recognition

ADOPT-A-PARKING LOT PROGRAM PARTNER APPLICATION

Organization	
Contact Name	
Mailing Address	
Contact Email Address	
Contact Phone	Organization Phone
Co-Applicant Organization (If Applicable)	
Co-Applicant Mailing Address	
Co-Applicant Email Address	
Our organization is interested in becoming a (select one): <input type="checkbox"/> Funding Parking Partner <input type="checkbox"/> Volunteer Parking Partner <input type="checkbox"/> Both Funding & Volunteer Parking Partner	
Parking Lot Preference (not guaranteed): <input type="checkbox"/> Soo Line Lot <input type="checkbox"/> Pacific Lot <input type="checkbox"/> Omaha Lot <input type="checkbox"/> Santa Fe Lot <input type="checkbox"/> Chicago Lot <input type="checkbox"/> Milwaukee Lot <input type="checkbox"/> Canadian Lot <input type="checkbox"/> Central Lot <input type="checkbox"/> Other X Reading Lots are tended by Everett Roehl Public Library	
If you're a Volunteer Partner Applicant, sketch a rough design for your lot or minimally list plants you intend to use in your parking lot.	

ADOPT-A-PARKING LOT PROGRAM PARTNER HOLD HARMLESS AGREEMENT

The person signing this agreement, for themselves and for their business, agents, and all other persons associated with them, waives and releases Main Street Marshfield, Inc. and its agents, employees, and officers, from any liability arising out of the Adopt-A-Parking Lot Program, and will indemnify, hold harmless and defend Main Street Marshfield, Inc., their agents, employees, and officers from any and all claims whatsoever, including but not limited to claims for death, personal injury, property damage and theft, including reasonable attorney's fees and court costs arising directly or indirectly from the use by the undersigned of the Adopt-A-Parking Lot Program.

Business/Organization : _____

Contact Name (Please Print): _____

Contact Signature : _____

Date: _____

Application and Hold Harmless Agreement should be emailed or mailed to Main Street Marshfield:

Executive Director Kaelie Gomez
executivedirector@mainstreetmarshfield.com

Main Street Marshfield
222 South Central Ave, Suite 1G, Marshfield, WI 54449

Downtown Lot Plant Installation & Maintenance 101

- **Flower & Plant Types**

- A combination of foliage + flowering annuals + perennials is recommended.
 - Something as simple and forgiving as ornamental grasses and petunias will make a big impact!

- **Installation**

- 1) Space plants out at least 12 inches apart.
- 2) Dig a hole three times the size of the pot and fill with fresh potting soil.
- 3) Plant the plant in the hole, recover with soil and mulch.
- 4) Water plant once installed.

- **Watering**

- Water installed plants at least once a week or every two weeks.

- **Fertilizing**

- Fertilize plants every 2-3 weeks with a balanced, water soluble fertilizer.

- **Weeding**

- Pull weeds at least every other week. Dispose of weeds at the City compost site.

If you're seeking more detailed instructions, varieties of recommended plants, or how to properly fertilize, visit Mill Creek and chat with a staff member or another trusted garden expert. Set yourself up for success!

Parking Lot Plant Installation & Maintenance Information Provided by



Mill Creek Gardens: help@millcreekgardencenter.com | (715) 591-2000 | 8839 Mill Creek Drive, Marshfield, WI 54449